

## Mackinaws

### The Ideal Coat for Fall Wear

Everyone knows the value of these popular Coats for all kinds of wear—and this season the J. C. Penney Co. have been able to secure remarkable Mackinaw values, purchased at a time that provides them the opportunity to share their savings on every Coat with the customer. Price \$5.90.

#### Men's Mackinaws, \$9.90

All wool, plaid patterns, made with shawl collar, double breasted, button tabs on sleeves, half belt in back, fish basket pockets, and every coat made of 30-ounce wool, including the plain colors as well as assorted plaids. Sizes 36 to 46, price \$9.90.

#### Boys' Mackinaws, \$4.98

These Boys' Mackinaws are in sizes 26 to 34 and are made of 30-ounce all wool, in assorted plaids with a 5-inch storm collar, double breasted; half belt back and button pockets. Price \$4.98.

#### Juvenile Mackinaws, \$3.98

A fine assortment, in sizes from 3 to 10 years, made in variety of plaid patterns with full belt; two slashed pockets, and 5-inch storm collar.



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111 E. Superior

## Resources Mean Great Buying Power

The J. C. Penney Co. resources make it possible to purchase merchandise far in advance of requirements and they have never been obliged to buy at the peak market. The prices on their merchandise are based on this command of resources and never on current costs in a fluctuating market. In 312 stores in 26 states, our customers enjoy the benefit of these resources.

## Fall Shoes

Now Being Purchased by Thousands In 312 Stores in 26 States.

Because the J. C. Penney Company have sold to thousands of families dependable Shoes for nearly a quarter of a century, the reliability of every Shoe put on the market and sold through 312 stores is never questioned.

#### Men's Shoes, \$3.98

Men's all black kid shoes, whole quarter Blucher with tip, solid rubber half heel. Exceptional wearing qualities.

#### Women's Shoes

\$3.50 \$3.98 \$4.98 \$5.50

The new Fall Shoe styles are here. The sensible military heel is a popular feature. Both low and high shoes in extra good quality of leather and in all sizes.

#### Boys' Shoes

\$2.98 \$3.50 \$3.98

Blucher style, sturdy brown calf skin. Leather heels, English last.

#### Girls' Shoes

\$2.98 \$3.50 \$3.98

Black calf skin; medium weight; leather soles; flat heels.

## MEN'S UNDERWEAR

Men's extra good rib Union Suits, price—

**\$1.25**

Men's 20% wool Union Suits, natural color—

**\$1.49**

Men's half and half Union Suits, natural color—

**\$2.39**

Men's all wool Union Suits

**\$3.98**

Men's 75% wool Union Suits, natural and white color—

**\$2.98**

Our confidence in J. C. Penney Company merchandise is enjoyed by millions of J. C. Penney Company patrons. It is a confidence well earned and well deserved based on the Company's unfailing and rigid adherence to honesty of statement and honesty of merchandise. No customer of a J. C. Penney Company store worries about "Sales," and inflated "Values" or wonders why merchandise at one price today should have to be sold "below price" tomorrow. This adherence to sound principle has created a confidence that has increased the buying power of the company to millions of dollars in all the great markets and multiplied its buying public to millions of people.

It is this firm confidence that keeps 312 stores doing a phenomenal business and that demands still greater expansion of service.

OUR UNALTERABLE POLICY—ONE PRICE TO EVERYBODY! In adherence to this policy we never conduct special "SALES" or offer "PREMIUMS."

J. C. PENNEY COMPANY.

## BLANKETS

Fine Nashua Woolnap Blankets, in gray, white and tan fancy plaids; the right sizes.

#### Plain Woolnap Blankets

\$1.40—Sizes 64 x 76  
\$3.49—Sizes 66 x 80  
\$3.98—Sizes 72 x 80

#### Woolnap Fancy Plaids

\$3.60—Sizes 60 x 80  
\$3.98—Sizes 66 x 80  
\$4.98—Sizes 72 x 84

#### Cotton Blankets—Gray, White and Tan

\$1.98—Sizes 64 x 80  
\$2.39—Sizes 70 x 80  
\$2.70—Sizes 74 x 80

Bed Comforts \$2.98, \$2.49, \$1.98  
Well filled and in handsome colors and designs. Silkoline covered, at \$2.49, and sateen in colors at \$6.90.

# THOUSANDS OF MEN ARE NOW BUYING J. C. PENNEY COMPANY WORK WEAR

Pants . . . \$1.69, \$1.98, \$2.25, \$2.98, \$3.50

Men's Work Sox . . . 10c

Men's Work Shoes . . . \$2.98

Extra Heavy Pay-Day Overalls . . . 98c

## OUTING GOWNS FOR MEN AND WOMEN

Ladies' White Outing Gowns, good material, full cut. Price—

**98c**

Ladies' Fancy Outing Gowns, good weight outing, full cut. Price—

**98c \$1.25**

Men's good quality Gowns, full cut, assorted colors. Price—

**98c**

Men's Extra Heavy, extra full cut Gowns, assorted colors. Price—

**\$1.49**

## NEW PLUSH COATS

The season's finest models at lowest possible prices for your selection, of plain and richly fur trimmed Silk Plush Coats purchased by the J. C. Penney Co. in the New York market where their tremendous buying power enabled them to command the most authentic advance styles and the greatest values.

#### Fur Trimmed Plush Coats Full Silk Lined

**\$29.75 and \$34.75**

#### Fur Trimmed Cloth Coats Velour, Normandy and Kersey

**\$27.50 and \$34.75**

#### Silk Plush Coat—Plain

**\$14.75 and \$16.50**

#### Fur Trimmed Plush Coats

**\$24.75**

#### Plain Cloth Coats for Ladies

\$9.90	\$12.75	\$14.75	\$16.50
\$18.50	\$19.75	\$22.50	\$24.75

## BOYS' KNEE PANT SUITS

Neat brown, grey and blue mixtures, two-pants suits, price—

**\$6.50**

Wool Suits, assorted colors, ages 6 to 18, two pants, price—

**\$8.50**

Boys' Blue Serge Wool Suits

**\$7.50 and \$8.90**

## LADIES' UNDERWEAR

Ladies' Medium Silk and Wool Union Suits, low neck and no sleeves and long sleeves and high neck, suit

**\$1.98 and \$2.98**

Boys', Girls' and Misses' Good Ribbed, Fleeced Union Suits—  
Ages 2 to 4,—89c

Ladies' Cotton Union Suits, rib and heavy fleece, no sleeves, low neck, Dutch neck and elbow sleeves, long sleeves and high neck, Prices

**89c, 98c, \$1.19 and \$1.49**

Ages 6 to 14—98c

## CORSETS

Low bust, rubber top, pink and white, extra good steel stays, well made and will give the wearer satisfaction. —Price 98c

Medium Bust Corset, good heavy coutil, well taped, making it very durable. —Price \$1.49

Medium Bust Corset, extra heavy coutil, pink and white, one we guarantee to give you satisfaction.

**Price \$1.98**

Medium Bust Corset, heavy coutil, extra tapes and stays, six supporters. —Price \$2.98

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD